



UNIMAS Vice Chancellor Prof Dato' Dr. Mohamad Kadim Suaidi giving his message.



A section of those present during the event.

UNIMAS to change visibility, corporate image management

BY DOREEN LING

KUCHING: To ensure that Universiti Malaysia Sarawak (UNIMAS) could continue to shine and attract the attention of the public, focus will be stressed on changing the university's visibility and corporate image management.

This was said by UNIMAS Vice chancellor Prof Dato' Dr. Mohamad Kadim Suaidi when he was delivering his message at the 2013 Vice Chancellor Yearly Message (Majlis Amanat Naib

Canselor) which was held at the university here on Wednesday to those attending comprising staff of the varsity.

Among one of the ways to make the university's presence more impactful is to establish a Communications Office at Lembah Klang to help strengthen UNIMAS' networking with external parties, related industries, and the public.

"The office will also act as a Teaching-Learning Centre for the Graduate and Lifelong Learning Programme that will be offered

there," he said.

Kadim also said that an Integrated Learning Centre will be built in Sibu that will provide complete teaching-learning facilities, accommodation, classrooms, a library, an administrative office, and sports and recreational facilities.

"With these facilities, it is hoped that it will contribute to the programme as well as providing conducive facilities for the students in the Medicine and Health Sciences Programme who are undergoing clinical training

in Sibu," he said.

To effectively implement and coordinate with the rebranding of UNIMAS' corporate image, the UNIMAS Corporate Unit will be rebranded as the Planning and Corporate Communication Division.

"Some of the tasks that were previously implemented by other related units will be combined and placed in this division.

"Among some of the responsibilities this division has is to play an important role in portraying UNIMAS' corporate image to the

public, improve UNIMAS' visibility, preserve UNIMAS' image as an exemplary university, and to ensure that UNIMAS will be viewed highly by stakeholders," he said.

He added that the UNIMAS website will undergo improvements to make it visitor-friendly and to ensure that better service will be given along with easy navigation and better information.

"It is our hope that the UNIMAS portal will play an important role in telling the public what UNIMAS does," he said.